

### **The brief:**

The Danish public service television station, TV2, had gradually lost its way in an increasingly complex and over-crowded media landscape. And whilst the 30-year-old tv-station, historically and emotionally, had a place in the hearts of many Danes, it was lacking renewed relevance and a common understanding of what exactly the brand stood for in today's world.

Hence, the brief was to create a new brand platform that would reestablish TV 2's position and its 'why', in order for TV2 to ultimately regain a sense of purpose and relevance - within the organization - but more importantly; amongst the Danish people. The platform was to culminate in an external marketing campaign that could be activated across Denmark.

### **The strategic approach and creative solution:**

The platform was the result of more than two years ground work and it was heavily influenced by what seemed to be a growing and increasingly dominating global discourse, wherein societies the world over were slowly being torn apart by polarizing views. Even in a seemingly homogenous and progressive country like Denmark, there seemed to be a growing division between and across various social groups.

However, if you want to be a TV station for everyone, you have to believe that we all have more in common with one another, than what divides us. But to merely say this, would risk becoming too much of a political statement, coming from a partly public owned TV station. We needed to show it.

With inspiration from a very simple and frequently-used workshop exercise that aims to bring people closer together and break down stereotypes – we documented a room full of Danes from all walks of life, and let the exercise visually demonstrate just how much we all have in common. This became our campaign hero-film.

### **The impact:**

Nothing could really have prepared TV2 for the overwhelming response the film received. Given the political climate at the time, it was a message that not only many Danes had waited to hear – but it was also a message the entire world had felt it *needed* to hear. The film became a unifying factor in the global debate and is today **one of the most shared and engaged-with ads on record**, with more than **11.1 million interactions** - wherein **7.6 million of these were personal shares**.

The film has, to date, been **watched more than 393 million times** and accumulated **4.5 billion OTS in published articles alone**, while being recognized and shared by world opinion leaders such as Justin Trudeau, Richard Branson and Ellen Degeneres. Finally, the campaign has earned more than **96.000.000 USD in media exposure** and viewers have translated it into 30 languages.

The main objective of the campaign was to re-position TV 2 and regain relevance amongst the Danish people: Already within a few months of the film's release, 68 % of Danes knew of and recognized TV 2's new position 'All that we Share'. Moreover, **general belief in the main message of 'we have more in common than what separates us' rose to 72 % within Denmark – an overwhelmingly 27 % increase in a matter of months following the campaign launch.**

And the number of **Danes strongly agreeing with the unifying message rose by an unbelievable 3200 %** after only months of campaigning.

The campaign brought an entire nation together – and it also changed TV 2. "All that we share" succeeded in reestablishing TV2's position within the Danish media landscape – regaining relevance for the public and a sense of direction for employees and external productions companies as to where the TV station is heading.